

15639

Ver# 3

Mod# 1

Status Confirmed

Traffic Order# 645452

Printed: 08/27/2013 4:21 PM

3 of 4

Last Received: 08/27/2013 3:20 PM

Showing Buylines: All Lines

Station WCAV-TV CHARLOTTESVILLE VA
 Advertiser () POLITICAL ISSUE GROU
 Product DEMOCRATIC PARTY VA
 Estimate#
 Buyer MIKE DETTORRE
 Phone#
 Fax#

Agency () SHORR JOHNSON MAGNUS
 1831 CHESTNUT ST #602
 PHILADELPHIA, PA 19103

Agency C/P1/P2/E

Flight Dates

08/27/2013 - 09/03/2013

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () CHRISTIAN CAMBEIRO

Salesperson Phone# 202-955-5342

Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	13	SA	6P-630P	NEWS	:30	\$80.00	08/31-08/31	0	0	0	\$0.00	
	14	SU	6P-630P	NEWS	:30	\$60.00	09/01-09/01	0	0	0	\$0.00	
	15	SA	730P-8P	LEVERAGE	:30	\$200.00	08/31-08/31	0	0	0	\$0.00	
	16	W	11P-1135P	NEWS	:30	\$150.00	08/28-08/28	1	1	1	\$150.00	
	17	F	11P-1135P	NEWS	:30	\$150.00	08/30-08/30	0	0	0	\$0.00	
	18	M-TU	11P-1135P	NEWS	:30	\$150.00	09/02-09/03	0	0	0	\$0.00	
	19	SA	9A-11A	NEWS	:30	\$75.00	08/31-08/31	0	0	0	\$0.00	
	20	SU	9A-1030A	NEWS	:30	\$75.00	09/01-09/01	0	0	0	\$0.00	
	21	SU	1030A-11A	NEWS	:30	\$75.00	09/01-09/01	0	0	0	\$0.00	

—REPORT TOTALS—

Report Totals: 13 / \$1,020.00

—SALES MONTHLY TOTALS—

Sep 13: 13 / \$1,020.00

Sales Totals: 13 / \$1,020.00

Station Totals: 13 / \$1,020.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals \$2,684

CABL 0%

WAHU 6%

WBC 0%

WCAV 38%

WVAW 4%

WVIR 52%